

— PENNSYLVANIA. BUILT TO ADVANCE. —

Marketing to Attract Tourists

Program Guidelines

September 2014

ARCHIVED

Commonwealth of Pennsylvania
Tom Wolf, Governor

Department of Community & Economic Development



newPA.com

Table of Contents

| | | |
|--------------------|--|---|
| Section I | Introduction | 1 |
| Section II | Eligibility | 1 |
| Section III | Application Process | 1 |
| A. | General | 1 |
| B. | Selection Process | 2 |
| Section IV | Commonwealth Branding | 3 |
| Section V | Limitations and Penalties | 3 |
| Section VI | Contact Information | 4 |
| Section VII | Vendor Registration | 4 |

Section I – Introduction

The Marketing to Attract Tourists Program provides funding to support and develop programs to support international tourism, sports marketing, outdoor recreation and cultural attractions.

Eligible projects are defined in Section II of these guidelines. Grants are awarded to those projects which, in the judgment of the Pennsylvania Tourism Office, comply with the provisions of these program guidelines and meet all requirements of the Department of Community and Economic Development's (DCED) Single Application for Assistance. Applications received under this program may also be considered for funding under other programs administered by DCED.

Section II – Eligibility

Non-profit organizations with a significant interest in the development of tourism product that provides a visitor experience to a tourist region, destination and/or attractions are eligible to apply. Funds may be used to support events related to the above programs. The development of marketing, advertising and public relations campaigns.

A primary goal of the program is to promote overnight stays. Applicants should, as part of the project narrative, explain how their project will meet this goal.

Section III – Application Process

A. General

1. Project applications must be submitted using the DCED Electronic Single Application for Assistance via www.esa.dced.state.pa.us. Electronic applications will be accepted throughout the fiscal year.
2. An applicant must follow the detailed instructions for completing the DCED Electronic Single Application for Assistance. The narrative must include:
 - Description of applicant, including general purpose or mission statement.
 - Identification of the need for assistance and the organization's project goals.
 - Identification of measurable outcomes including over night stays, public relations metrics and attendance results of marketing campaigns to attract visitors, i.e. visitors, room nights, etc.
 - Project schedule with key milestones and dates.
 - Documentation to support projected budget costs. Note: A detailed scope of services must be submitted with the application for any consulting, legal or accounting fees included in the project budget.
 - DCED reserves the right to request additional information, explanation, clarification or revision of funding requests.

B. Selection Process

1. Applications will be reviewed and grants awarded throughout the fiscal year. Projects will be selected based upon whether they meet the eligibility criteria and thoroughly demonstrate the project goals, objectives and outcomes.
2. Successful applicants will be notified by the Pennsylvania Tourism Office by letter. The applicant will receive a contract and a payment requisition form to be signed and returned to DCED. All contracts are subject to availability of funds and subject to the applicant providing all information required by DCED. The applicant must maintain full and accurate records with respect to the project. DCED must have complete access to such records (including invoices for goods and services and other relevant data and records), as well as the right to inspect all project work. The applicant will promptly furnish all data, reports, contracts, documents, and other information requested by DCED. Successful applicants are required to submit a final report that provides an overview of the completed activities and the measureable outcomes.
3. Funds will be directly deposited in grantees' bank accounts via an Automatic Clearing House (ACH) transfer of funds in accordance with the grant contract.
4. Contracts funded with commonwealth funds totaling \$100,000 and over are required to have a Project Audit performed. The Project Audit must be done in accordance with DCED Audit Guidelines. For contracts funded with commonwealth funds totaling less than \$100,000, a Grant Close-out Report (GCR) must be completed. Both the Audit Guidelines and GCR forms and instructions can be found at www.newPA.com/compliance.
5. Organizations that are not compliant with audit or closeout report requirements for prior contracts with DCED are ineligible to receive additional financial assistance from DCED until such audit or closeout report requirements are met.
6. Unsuccessful applicants must submit a new application to be considered for funding in the following fiscal year.

Section IV – Commonwealth Branding

- A. The Pennsylvania Tourism Office has developed a distinctive brand to position Pennsylvania as a top tourism destination. All promotional and marketing materials must include the commonwealth's branded logo that includes a link to the state's tourism web site visitPA.com. Successful applicants are also required to have a direct link to visitPA.com on the home page of their web site. Logos can be found at www.newPA.com.



- B. All public relations/announcements must include mention of the partnership with the commonwealth, i.e., joint press releases, signage, programs, invitations to participate in events in a public capacity, etc. DCED will provide appropriate language.

Section V – Limitations and Penalties

- A. An applicant may not make or authorize any substantial change to an approved project without first obtaining DCED's consent in writing.
- B. If the full amount of the grant or contract is not required for the project, the unused portion shall be returned to the DCED.
- C. Failure to comply with these guidelines may result in penalties, including repayment of funds with interest.
- D. When a project is funded, the recipient must place the grant funds in an interest bearing account. Any interest earned on invested grant funds must be returned to the commonwealth.

Section VI – Contact Information

All application inquiries should be directed to:

PA Department of Community and Economic Development
Customer Service Center
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

1-866-466-3972
E-mail: ra-dcedcs@state.pa.us

Note: If you receive a funding notice from DCED, please direct any inquiries to the Account Manager identified in the notice. Also, please have the assigned application number available when you contact the Account Manager.

Section VII – Vendor Registration

Note: Grantee organizations must be registered with the commonwealth's Vendor Registration System before a grant may be approved. The system tracks information regarding all vendors that do business with or receive grant funds from the commonwealth and assigns a Vendor Number to the organization. In the event an application is funded, the grantee must be registered in this system before a contract can be issued.

If you have any questions regarding Vendor Registration status, please contact the Vendor Data Management Unit at the address and phone number below. Please have your nine digit Federal Identification Number available when you call.

Commonwealth of Pennsylvania
Vendor Data Management Unit
Payable Services Center
9th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17101

Toll Free: 877-435-7363
Local: 717-346-2676
Email: ra-pscsupplierrequests@pa.gov

An organization not registered with the Vendor Registration System, should register at: <http://www.vendorregistration.state.pa.us>. Click on the Non-Procurement Registration Form link and follow the instructions.

The Single Application for Assistance will be accepted only as an on-line submission via www.esa.dced.state.pa.us found on DCED's website www.newPA.com.